LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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ROP Tabloid Newspapers, 1989
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Special Academy Awards Edition
N.Y. Daily News

We never win best picture.

We'd rather win best tasting.
You see, our act is flavor—rich, satisfying tobacco flavor, and even less tar than other leading lights. At the risk of sounding "Hollywood," you'll like us. You'll really like us.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.6 mg nicotine av per cigarette by FTC method

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